

Abstract

My bachelor thesis “Typography of tabloid press” deals with two basic themes. At first I attempt to designate and depict such typographic elements, which are peculiar to the contemporary Czech tabloids. After that I would like to compare these “building stones” of tabloid graphics with the components, which are used by so-called broadsheet printed media. I am going to devote the end of my thesis to evaluation whether – and as the case may be in which particular features – domestic prestige newspapers approach or even match with their tabloid counterparts.

For comparison I have chosen three representative samples among both types of prints. On the one hand there are dailies called Aha!, Blesk, and Šíp, on the other hand can be found these newspapers: Hospodářské noviny, Lidové noviny and Mladá fronta Dnes. In terms of spatial determination I want to focus only on their front pages. After thorough consideration I have reached the conclusion that if I were to analyse whole issues properly, I would exceed the appropriate extension of my text multiple times.

As far as time aspect is concerned, I circumscribe my exploration to one workweek – from the 18th to 22nd of June 2007. The main reason, why I was forced to narrow the selection, was the fact that Hospodářské noviny were distributed only from Monday to Friday. Moreover, even though remaining titles can be bought on Saturday, a special and extended issue of Blesk daily is available on the market on Sunday. By this measure I want to eliminate possible – not necessarily negative – impact on the procedure and result of my thesis.